

Sample Newsletter Article for ENERGY STAR Copier Partners

[Partner] Achieves Energy, Cost Savings in Voluntary Energy Efficiency Program

[Partner] doesn't just talk about its commitment to environmental stewardship. Since [date], [Partner] has been a Partner in EPA's ENERGY STAR Copier Program, producing copiers that meet guidelines for energy efficiency. By reducing the power required while inactive and encouraging greater duplexing rates, [Partner]'s copiers are helping consumers to save on their utility bills while preventing the air pollution created by electricity generation.

When consumers see the ENERGY STAR label on [Partner]'s products, they should recognize the opportunity to save on their utility bills while reducing the energy — and associated air pollution — required to operate their new equipment. According to the EPA, by the year 2000, ENERGY STAR compliant copiers could save U.S. consumers over \$200 million on their utility bills and prevent CO₂ emissions equivalent to that of 135,000 cars.

The features that [Partner]'s ENERGY STAR labeled copiers offer include several energy-saving modes and a default duplexing capability. EPA-sponsored studies have shown that over 85% of a copier's energy is consumed while it is turned on but not being used. In many offices, copiers are left on overnight and when the office is closed.

Targeting this idle time energy use, ENERGY STAR labeled copiers are designed to shut off automatically when they are not used. In addition, newer ENERGY STAR compliant copier models can go to sleep during the day to save energy during slower periods of copier use (e.g., lunch time).

ENERGY STAR compliant copiers are also designed to increase the rate of duplex copying. By using less paper to accomplish the same tasks, consumers can save even more energy and resources. Four times as much energy is used to manufacture a sheet of paper than to copy an image onto it. EPA is looking for ways to help consumers use this "embodied energy" more efficiently, while saving money on paper purchases as well as postage and filing expenses. The default duplex capability in ENERGY STAR labeled copiers reminds [Partner]'s customers to duplex whenever it makes sense.

Another energy saving feature is the weekly timer, which automatically turns the copier on at the beginning of a work day, and turns the copier off at a pre-set time at the end of each work day. This timer helps companies to ensure they are saving energy (and money) by turning the copier off when no one is in the office.

All these features are offered to customers at no additional cost, saving consumers substantially over time. [Partner]'s efforts to stimulate the purchase of more energy efficient equipment earns the ENERGY STAR slogan, "Saving the Earth. Saving Your Money."